



# **AFVs in the International Marketplace - Mexico**

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# Opportunities

- Awareness of AQ problem in 3 largest cities and environs

  - Mexico City

  - Guadalajara

  - Monterrey

# Background

Initial strategy to reduce vehicle emissions in Mexico:

- No-drive days
- Use of unleaded gasoline
- Catalytic converter
- Emissions testing

# Background

## Alternative Fuels

- Initial alternative fuel use for economics, rather than air quality benefits
- Mostly LPG
- Mostly bi-fuel conversions, smaller trucks-pickups

# AFV Opportunities

Alternative Fuels starting to be seen as  
a tool to reduce emissions

Primary interest is in Mexico City due  
to need to reduce extreme pollution

# Mexico City- Opportunities

- **Innovations likely to come from Government Sector**
- **Regulations/Solutions here are copied by surrounding areas**
- **Natural gas and propane used in residential applications, LNG used for industrial purposes**
- **Majority of NGV OEMs have some manufacturing presence in Mexico**
- **Large Presence of U.S. business advocates (U.S. embassy, Department of Commerce, etc.)**

# Mexico City- Challenges

- Government red tape
- Lack of fueling infrastructure
- Length of time vehicles kept in fleet
- Vehicle cost
- Resale Value

# Monterrey- Opportunities

- **Accessible** (only 150 miles from the Texas border)
- **Industrial and distribution capital of north**
- **Innovations likely to come from Private Sector**
- **Business Style Similar to U.S.**
- **Large Presence of U.S. companies**
- **Skilled labor force**
- **Good natural gas pipeline infrastructure**



# Monterrey- Challenges

- Lack of government regulations
- Air quality
- Lack of fueling infrastructure
- Length of time vehicles kept in fleet
- Vehicle Cost
- Resale Value